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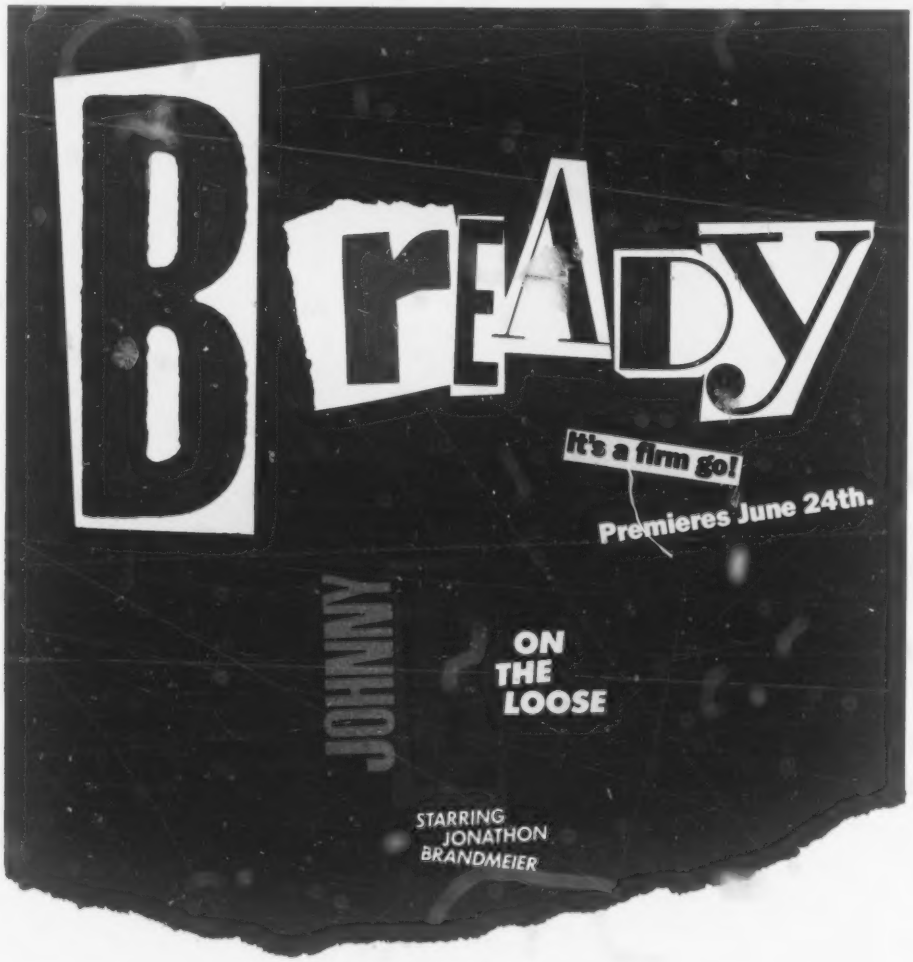
TELEVISION / 31
'Wonder Years' collects clearances; lotteries gamble on syndication

RADIO / 35
RADAR 42: ABC has top 10 network radio shows; war humor

CABLE / 39
TCI's Sie leaves post to launch low cost movie service, Encore

BUSINESS / 43
1992: elections, winter and summer Olympics bode well, but uncertainties exist



A first run half-hour variety strip. Where would you B without it?

NBC PRODUCTIONS

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Vol. 120 No. 8 $2.50

UP IN A DOWN ECONOMY

COMING INTO HIS OWN AT THE FCC

THIS WEEK

19 / NEW DEAL ON FIN-SYN

The FCC's first draft of a new financial interest-syndication deal includes phasing out the prohibitions against networks acquiring financial interest and syndication rights in programs from outside producers: allowing the networks to produce as much of their schedules in-house as they want, permitting them to syndicate all shows they produce or for which they acquire syndication rights, and barring the networks from warehousing off-network shows from the syndication market and from steering shows to their own affiliates.

20 / CABLE GROWTH

Cable MSO's, which are reporting steady revenue and operating cash flow results for 1990, continue to prosper in a down economy, as companies report solid basic growth in January, despite the recession. While broadcast network profits are hampered by the slow advertising climate, cable penetration continues to climb.

22 / WINNING STREAK

With a big boost from last week's *Grammy Awards* telecast, and its preceding retrospectives and other specials, CBS is experiencing a ratings resurgence. Through Feb. 20, CBS led the way in both the Nielsen and Arbitron sweeps. If it can hold its lead—and by most accounts it will—CBS will have its first sweeps win since February 1985.

The FCC's Al Sikes (page 27)

24 / FREEDOM OF THE PRESS

ABC newsman Ted Koppel said Pentagon press restrictions undermine the competitive nature of American journalism, and, as a result, have contributed to what he calls a "passive" press. The result, he said, is a lower quality of news from the Persian Gulf.

27 / AL SIKES: VIEW FROM THE TOP

The broadcaster-lawyer from Missouri talks about the agency he oversees in this "At Large" with BROADCASTING editors, covering the crises and promises, present and future.

31 / 'WONDER' WANDERING

Turner Program Services has cleared *The Wonder Years*, scheduled for a fall 1992 syndication start, in 19 U.S. markets. In seven of those markets, the show has been sold on a blind bid basis.

35 / RADAR RANKINGS

Just-released RADAR 42 results reflect the changes in network radio over the past 18 months. They also show that ABC's Paul Harvey continued to dominate the list of top 10 network radio shows, and ABC took the top 10 spots in the same category, for the first time. The radio network also had 42 of the top 50 radio shows, with the eight remaining top 50 slots going to CBS.

36 / GULF HUMOR

Morning show disk jockeys who find humor in topical issues are finding that today's hottest story—the Persian Gulf war—is not funny. But DJ's and comedy producers alike agree that different aspects of war can be treated with humor, while others must be handled with respect.

39 / SIE: THE FUTURE

John Sie, senior vice president of Tele-Communications Inc., is leaving the cable company to launch a new, low-cost, pay movie service called Encore, which is majority owned by TCI's Liberty Media.

40 / SCI-FI TO PREMIER IN FALL

The Sci-Fi Channel says it has commitments from 35% of the top 100 MSO's for its planned fall launch, when it hopes to have seven million subscribers.

40 / WAR BOOST

Although CNN ratings have leveled off since the beginning of the war, all four Turner Broadcasting System cable networks combined have grabbed a

larger national audience than any broadcast network since the start of the war.

43 / BOOM OR BUST?

Broadcasters are looking forward to 1992, the last time the Fifth Estate will get a three-event boost from a presidential election year and both the summer and winter Olympics. Just how well the economy rebounds from its current state is unknown, however. And, with the Olympics now spread out on the networks, cable and pay per view, fragmentation must be considered. As for elections, already there is a delay in launching campaigns for 1992, and the lowest unit rate issue may mean that broadcasters will be under constant scrutiny from ad agencies and the FCC. There is also the distant possibility of campaign reform and the elimination of political action committees, which could have a negative impact on political advertisers.

44 / UNWIRED PITCH

With Major League Baseball's opening day a little over a month away, three unwired networks are busy pitching advertisers the value of unwired buys verses network buys. Up until a few years ago, the National Baseball Network had the field to itself. Now, newer networks are moving in and that leaves some broadcasters and rightsholders wondering if there are too many players calling for the ball.

48 / UHF TUBE TALK

English Electric Valve Co. (EEV), a British-based transmitter tube manufacturer, will show second-generation klystrode and MSDC klystron tubes at the NAB equipment exhibition next April. Both new technologies have been embraced by all of the major United States-owned UHF transmitter manufacturers.

Walter Cronkite, Pentagon spokesman Pete Williams (foreground) at Senate hearing on press restrictions in Gulf (page 52)

50 / EXPANDED NEWSGATHERING

A group of European nations has accelerated plans for regional high-power direct broadcast satellite delivery, authorizing the European Telecommunications Satellite organization to provide a bird for launch in mid-1993, three years ahead of Eutelsat's planned four-satellite Europesat DBS service. In addition, the European Broadcasting Union has bought enough future Eutelsat capacity to triple its Ku-band satellite TV services by 1995.

52 / DELICATE BALANCE

Former CBS anchorman Walter Cronkite, *New York Times* correspondent Malcolm Browne and other journalists told the Senate Committee on Government Affairs that Pentagon press rules were unduly restricting the media's ability to cover events in the Persian Gulf war. Although most agreed there was, as Senator John Glenn said, a "delicate balance between protecting military secrets and the public's right to know," most also agreed with another lawmaker, who said that "controlling access to news sources gives...the military a powerful tool with which to affect the images the public receives of this war."

54 / DOUBLE EXPOSURE FOR 'TWIN PEAKS'

Twin Peaks has had far greater success overseas than in the United States, where ABC last week pulled it, at least temporarily, from its Saturday night slot. In Spain, the mystery hour has pulled shares of 50-plus, 30-plus in Italy and, in the UK, ratings its schedulers have called phenomenal.

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AIDED BY CNN, CABLE INDUSTRY IS DODGING RECESSION

MSO's report solid revenue growth for 1990 and strong start to '91; many credit Persian Gulf war coverage

Cable MSO's, which are reporting steady revenue and operating cash flow results for 1990, continue to prosper in a down economy, as companies report solid basic growth in January despite the recession.

While broadcast network profits are hampered by the slow advertising climate (see below), cable penetration continues to climb, providing MSO's with steady growth in a recessionary environment. Cable programing networks are also faring well, as evidenced by the 1990 figures released last week, as their dual revenue streams insulate them from the financial drops sustained by broadcasters.

"The experience of the last couple of months has been quite positive for cable," said Mark Riely, partner at MacDonald Grippo Riely. January, traditionally a flat or down month for basic and pay subscriptions due to year-end rate increases, has been a month of growth for many MSO's, he said. Many cable executives believe the main reason is CNN's Persian Gulf war coverage, which will have lasting trickle-down effects beyond a new influx of subscribers. "What CNN did in the Gulf," said Glenn Jones, chief executive officer of Jones Intercable, "gave the whole industry an uptick in integrity and visibility." All that has added "to the perception of value. Everybody was watching CNN."

Ted Livingston, Continental senior vice president, marketing, said: "My sense is that basic was strong [in January], to a considerable extent because of CNN.... Anything like this builds on [cable's] consumer value. It's certainly going to have a long-term positive impact." But he wasn't sure CNN would bolster numbers throughout the year, saying it may accelerate basic growth that might have occurred in 1991 anyway. But he guessed CNN may be responsible for a 0.2% or 0.3% increase this year.

Margaret Combs, president and chief operating officer of the Cable Television Administration & Marketing Society, said: "Clearly, CNN has made a positive acquisition impact," based on her discussions with dozens of cable marketers. As people get into the cable habit, it's tough to break, she said. Once new subscribers are on line for more than four months, they are less likely to disconnect.

There is also a view that the lasting impact of the war will be felt on CNN's ratings. John Mathwick, group vice president, marketing, Jones Intercable, said "those viewers may stick," which could erode broadcast network ratings even more. "That may be even more important," he said, than initial subscriber gains.

Cable MSO's are reporting strong basic growth in January, continuing the double-digit revenue growth trend set in 1990. Tele-Communications Inc. posted basic internal growth of 4.7% in 1990 and 5% through acquisition. But pay households were down 8%, according to the company. Analysts at a Goldman Sachs media conference last week reported that TCI's subscriber numbers were up in January, typically a flat or down month, with the increase attributed to better customer service and CNN's war coverage.

Analysts said that Bernard Schotters, TCI vice president, finance, said TCI's acquisition of a small Pennsylvania system late last year will not be an isolated buy. Schotters spoke of TCI's continued interest in acquiring small systems, and has several hundred million dollars available for that purpose.

United Artists Entertainment saw basic units rise 7% in 1990, and even witnessed its pay units rise by 9%. UAE executives told analysts they expect 5% basic growth in 1991.

Cox Cable said it had "a very strong January," while pay was flat. Basic subscribers rose 4% in 1990 at Cox, with the addition of 61,000 subscribers (1.61 million overall), while pay units increased almost by 5,000.

Cablevision Systems also reports subscriber growth in January, despite a recession that is particularly damaging to the economy of Long Island, N.Y., where Cablevision has its largest system. Cablevision still foresees 3%-4% growth in basic penetration on Long Island, and 4% in its other systems. The MSO had 5% basic subscriber growth in 1990, and lost 0.3% pay units in the year.

Rick Sperry, Comcast vice president, marketing and sales, said net basic growth in January was "very strong," while pay was flat. What effect CNN had on the January numbers was hard to quantify, he said.

The handful of MSO's who have reported 1990 earnings posted revenue increases of 10%-14%, and operating profit increases ranging from 22% to 26% (see box).

While basic remains recession-proof, and is being pushed further by CNN's coverage, pay services continue to falter. Nielsen reports drops in pay cable penetration in the past two reporting quarters. According to CTAM's database, basic units grew 3.2% between the fourth quarter of 1989 and the third quarter of 1990, and 4.6% in the previous 12-month period. But pay households dropped 3.1% during that time, compared to a 0.8% increase the year before. MSO's were reporting flat number for pay services in January. **–MS,SDM**

CABLE MSO's, NETWORK's FULL YEAR 1990 RESULTS

	Revenue	*% chg*	*Op. cash flow*	*% chg*	*Op. profit*	*% chg*
TCI*	$3,663,300,000	21%	$1,395,000,000	26%	($177,000,000)	NM
Time Warner	1,751,000,000	13	769,000,000	19	N/A	N/A
ATC	1,105,810,000	14	507,000,000	18	120,354,000	26
Comcast*	656,000,000	17	273,000,000	22	(169,000,000)	NM
Cablevision*	562,000,000	14	241,000,000	18	(284,000,000)	NM
Times Mirror	371,273,000	12	N/A	NA	70,944,000	22
Viacom	330,500,000	10	143,000,000	8	76,500,000	26
HBO	$1,266,000,000	8	182,000,000	16	N/A	N/A
WTBS-TNT	662,932,000	72	121,900,000*	N/A	75,471,000	-28
ESPN*	550,000,000	29	115,000,000	-12	N/A	N/A
Showtime	494,200,000	5	32,600,000	328	23,900,000	NM
CNN-HN	405,166,000	15	142,200,000*	N/A	134,388,000	-1
MTV Nets	348,800,000	23	88,100,000	-11	66,300,000	-15

** Analyst or BROADCASTING estimate. TV/ Cable Group's numbers are based on pro forma results.*

CABLE NETWORKS POST STRONG 1990 RESULTS

Turner and MTV Networks revenues up 72% and 23%, respectively; pay networks post healthy revenue and earnings increases despite softness in category

The largest of the cable programers enjoyed double-digit revenue growth and generated considerable cash flow in 1990, despite a number of costly programing events that bumped against the bottom line, and some newborn networks that did not live to see adolesence.

Turner's entertainment networks—Turner Network Television and WTBS—increased revenues by 72%, from $387 million in 1989 to $663 million in 1990. TNT's revenue alone increased 270%, from $75 million in 1989 to $277 million in 1990. The gain comes from $167 million earned from TNT subscription revenues (up from 1989's $54 million). That 206% increase is attributable to increased subscriber fees attached to TNT's NFL carriage and subscriber growth from 35 million to 50 million over the course of 1990.

WTBS revenues, which were $300 million in 1989, were up about 29% to $386 million for 1990. TNT and WTBS together brought in about $412 million in ad revenues in 1990, up 32% from $312 million in 1989. Combined operating profit was down 40%, from $105 million to $75 million. Factored into that is the $33 million one-time loss Turner took on the Goodwill Games last summer. Without that loss, TBS entertainment networks would have had $108 million in operating profit for 1990, a slight increase over 1989.

CNN-Headline News revenues were up 16%, from $350 million in 1989 to $405 million in 1990. Ad revenues were up 20%, or $38 million, which would mean a jump from $190 million in 1989 to $228 million in 1990. Operating profit dipped slightly, from $136 million to $134 million, due to costs associated with war coverage. CNN spent $8 million to $10 million covering the Persian Gulf crisis from August through the end of 1990. Costs of war coverage for 1991 are expected to average $5 million a month.

Christian Becken, Turner's vice president and treasurer, told analysts attending the Goldman Sachs media conference in New York last week that CNN's ad sales revenue increased 8% in the fourth quarter, and characterized the advertising market for all the Turner networks as soft during that period. Becken said TBS had expected those conditions to remain in first quarter 1991, but acknowledged that the ad marketplace is doing better than expected and should improve as the year wears on.

MTV Networks (MTVN) also posted double-digit growth last year. MTVN revenues grew by 23%, from $282 million to $348 million for 1990, bringing in 36% of its revenues from subscriber fees. Based on a fourth-quarter breakout of MTV/VH-1 and Nickelodeon/Nick at Nite, the two groups are doing their fair share to bring in revenue and generate cash flow. For the fourth quarter, MTV/VH-1 had revenues of $52 million, up from $47 million, and operating cash flow of $17 million, up from $13.4 million. For Nickelodeon/Nick at Nite, revenue for 1990 was $43 million, up from $35 million for the same period in 1989, and operating cash flow was $16 million, up from $13.9 million for fourth-quarter 1989.

Overall, operating cash flow for MTVN was down 13% for 1990, dropping from $99 million in 1989 to $88 million due to the nearly $44 million spent in 1990 on the start-up of the comedy cable service HA!. Since HA! will merge with Time Warner's Comedy Channel, effective in April, costs for the new service Comedy TV should be substantially reduced for 1991. Excluding HA!, MTV Networks would have posted a 37% increase in cash flow in 1990.

While basic cable programers fared well last year and anticipate continued success in 1991, premium cable services such as Time Warner's HBO and Viacom's Showtime weren't so lucky. Showtime/The Movie Channel penetration stayed flat, with 10.4 million subscribers at year end for both 1989 and 1990. Revenues, however, were up 5%, from $121 million in 1989 to $126 million in 1990, stemming from rate increases. Because of that and an accounting change relating to film costs, Showtime posted a $24 million profit in 1990, versus a loss of $800,000 in 1989.

HBO fared slightly better than Showtime last year. It picked up 300,000 new subscribers in 1990, ending up with 17.6 million for the year. Sister network Cinemax lost 100,000 subscribers and ended up with 6.3 million. HBO/Cinemax had revenues of $1.26 billion in 1990, an 8% increase over 1989. Operating profit was up 10%, from $166 million in 1989 to $182 million in 1990. Profit would have risen by 25% had HBO not taken a $25 million charge due to Comedy Channel operations.

Broadcasters' performance mirrors softness of economy

The year-end results for the three networks reflect the current soft economy. Capital Cities/ABC said: "The current economic climate continues to adversely affect advertising demand...." NBC parent General Electric stated that its broadcasting division had a "much lower" operating profit on lower revenue. Advertising softness and viewer erosion were cited as reasons for the decline. As had been expected, CBS reported a $50

ENTERTAINMENT COMPANIES

	1990 Entertainment Revenue	chg.	1990 Entertainment Income	chg.
Time Warner	$2,904,000,000	120%	$377,000,000	124%
Paramount	2,446,700,000	18	212,500,000	-15
Walt Disney	2,250,300,000	41.7	313,000,000	22

Note: Revenue and income figures include theatrical and home video releases.

NETWORKS-GROUP OWNERS

	Period	Broadcasting Revenue	chg.	Broadcasting Income	chg.
Capcities/ABC	Year	$4,283,633,000	10%	$830,457,000	-0.6%
CBS	Year	3,261,000,000	10	(49,800,000)	-81
Pinelands Inc.	Year	181,097,000	14.8	(245,000)	-95
Post-Newsweek	Year	179,400,000	-1.1	68,900,000	-4
Viacom	Year	163,900,000	12	65,074,000	10
Times Mirror	Year	104,541,000	1.7	33,304,000	(18.6)

million loss on a 10% revenue increase to $3.26 billion.

Political advertising bailed out several group owners in the fourth quarter while high programming costs continued to hurt operating profit. Post-Newsweek said its 4.7% fourth-quarter broadcast division revenue gain was "bolstered solely by revenue from political advertising."

Pinelands Inc., which owns and operates WWOR-TV New York, said that its net loss for 1990 was caused "primarily by $14.9 million in program write-downs. The reason for the write-downs in part was because of the poor New York economy.

Viacom's television revenues were flat in 1990 because of poor local market conditions. The group owner was bolstered by its radio operations, which reported revenue growth of 9% and operating income growth of 12%.

On the entertainment side, 1990 may have seen (at least temporarily) the end of the high-cost, heavy promotion picture. Smaller films like Disney's *Pretty Woman*, Paramount's *Ghost* and Fox's *Home Alone* blew away bigger films. The year also saw studios re-evaluating spending habits. Disney, for example, will no longer do hour-long shows, and many other studios are said to be reconsidering that genre in light of the weak syndication market for dramas.

Overall entertainment operating income for Paramount Communications declined in fiscal 1990 compared to fiscal 1989 in part because of declining theatrical exhibition profits and in part because of the syndication marketplace. While *The Arsenio Hall Show* and *Entertainment Tonight* continued to perform well for the studio, other syndication series, like *Star Trek* and *Star Trek: The Next Generation*, had lower profits and may have been hurt by a weaker advertising environment.

Disney and Warner both showed continued growth from syndication. Warner said that sales of *Head of the Class*, *Perfect Strangers* and *Alf* in syndication were a "major contributor" to the entertainment division's record year. That is more impressive when one figures in Warner's weak theatrical releases in the fourth quarter including *The Bonfire of the Vanities* and *The Rookie*. Whether the syndication divisions for the studios will be able to continue to post positive results as the market softens remains to be seen. Another factor for 1991 and beyond is whether first-run syndication can maintain its improved image with the advertising community. Rep firms and agencies may go on the offensive and attack the value of advertising in first run versus national spot. —SDM, JF, GF

CBS POISED FOR FIRST SWEEPS WIN SINCE 1985

Retrospectives and other specials fuel ratings resurgence

With a big boost from last Wednesday's *Grammy Awards* telecast and its preceding "nostalgia weekend," CBS surged ahead in the sweeps race last week. Through Wednesday (Feb. 20), CBS lead the way in both the Nielsen and Arbitron sweeps. If the network can hold its lead—and by most accounts it will—it would be CBS's first outright win of a sweeps since February 1985.

Last week, NBC officials were privately conceding that CBS would probably win the sweeps, barring any surprises in the last seven days of sweeps competition. To no one's surprise, ABC will place third. The Arbitron sweep period is from Jan. 30 to Feb. 26. The Nielsen sweep is from Jan. 31 to Feb. 27.

Through last Wednesday (Feb. 20), the sweeps standings for the Nielsen dates were: CBS, 13.2/21; NBC, 12.9/21, and ABC, 12.1/20. A year ago, CBS was a distant third with a 12.7/21, behind both ABC's 13.2/21 and NBC's 15.1/24.

For the Arbitron dates, CBS also led through last Wednesday, with a 13.1/21, followed by NBC, 12.9/21, and ABC, 12.1/20. A year ago the numbers were: NBC, 15/24; ABC, 13.2/21, and CBS, 12.6/20.

Fox's biggest role in the sweeps has been to play, to some extent, the spoiler, particularly on Thursday nights, where *The Simpsons* has cut into the audience share at 8 p.m., a slot *The Cosby Show* once commanded with a 40 share. *Cosby* still wins the time period, but usually with shares in the mid-to-high 20's.

'Very Best of Sullivan' gave CBS a boost during the sweeps

Fox's Thursday gambit has had its trade-offs. *Simpsons* is very competitive Thursday night and has put the upstart network on the map for the evening. The show has also created heaps of welcomed publicity for the network. On the other hand, Fox's Sunday night schedule has suffered somewhat with the removal of the popular cartoon from that evening. As a block last year on Sunday nights, *The Simpsons* and *Married ...with Children* were frequently first or

'All in the Family' made a strong return

which the service said has increased the size of the program's audience by 40% since January. PBS has also funded at least two children's specials on the War and a host of other shows specially tailored for the war.

Also planning to emphasize public TV's commitment to journalism during the Persian Gulf crisis will be KBDI-TV Denver, according to general manager Ted Krichels. He said the station does not have high expectations for its March drive on the basis of disappointing response to pledge "moments" inserted into KBDI-TV programing in recent weeks.

"There seems to be an atmosphere of distraction in the community," said Krichels. "We're worried, for sure; there's no way in our situation that we cannot pledge, but I don't expect it to be one of our banner years."

Elsie Garner, station manager and acting president of WEDU(TV) Tampa-St. Petersburg as well as chairman of Florida Public Broadcasting Inc., said she was "concerned" over the anticipated response to its March pledge drive.

"It's a very tight time with the recession and discretionary dollars are being watched carefully," said Garner. However, she added, viewers are likely also to recognize the "vital service" provided by public TV, as demonstrated earlier this month through a forum on the Persian Gulf, *War Hits Home*, aired on all Florida public TV stations.

"It's a time when people's focus is on the more critical situation in the Middle East," said Tom Howe, senior vice president and station manager, KCTS-TV Seattle. "However, it's a time when public television can and is putting its best foot forward in producing news and public affairs programing." **-RB**

RATINGS ROUNDUP

Week 22

NTI Network Prime Time Report for week of Feb. 11 - Feb. 17

1st column tells rank, 2nd column tells position compared to last week, ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	22.1/37	C	60 Minutes
2		21.3/33	C	Best Of Ed Sullivan
3	▼	20.8/33	N	Cheers
4	▲	18.7/31	A	Full House
5	▼	18.4/28	A	Roseanne
6	▲	17.9/27	C	Murder, She Wrote
7	▼	17.6/26	C	Murphy Brown
8	▲	17.4/27	N	A Different World
8		17.4/29	A	Family Matters
10	▲	17.3/30	N	Empty Nest
11	▼	17.2/26	C	Designing Women
12	▲	16.8/29	N	L.A. Law
13	▼	16.7/25	A	Amer. Funniest People
14	▼	16.5/25	A	Amer. Funniest Videos
15	▲	16.3/25	C	Major Dad
16	▼	16.1/26	N	Unsolved Mysteries
17	▼	15.9/25	N	The Cosby Show
17		15.9/25	A	Coach
19	▲	15.8/24	N	Heat Of The Night
19		15.8/24	N	Matlock
19	▲	15.8/26	N	Wings
22	▼	15.6/26	A	Perfect Strangers
23	▲	15.5/24	N	Love, Lies/Murder, Pt.1
24	▲	15.3/24	A	Who's The Boss?
25	▲	15.2/24	A	Doogie Howser, M.D.
26	▲	14.8/23	A	Growing Pains
27		14.7/25	C	All In The Family
27		14.7/23	C	Rescue: 911
29	▼	14.5/25	N	Golden Girls
30	▲	14.4/27	A	20/20
31	▲	14.3/23	A	Wonder Years
32	▲	14.1/22	C	Evening Shade
32	▼	14.1/22	F	The Simpsons
34	▼	14.0/22	N	Movie: Perry Mason
35	▲	13.7/25	N	Carol & Company
35	▲	13.7/23	A	Going Places
37	▼	13.6/22	A	Anything But Love
38	▲	13.4/20	A	Davis Rules
39	▲	13.2/23	A	thirtysomething
40	▼	13.1/20	N	Fresh Prince Of Bel Air
41	▲	12.8/20	A	Movie: Deadly Intentions
41	▲	12.8/20	C	Jake And The Fatman
43	▲	12.6/19	A	MacGyver
43	▼	12.6/20	N	Night Court
45	▼	12.1/21	C	Knots Landing
46		12.0/22	N	Hunter
47	▲	11.9/20	N	Law And Order
48	▲	11.7/23	N	Dear John
48		11.7/20	C	Face To Face/C. Chung
50		11.6/20	N	Golden Girls Spec.
51	▲	11.3/17	F	In Living Color
52	▼	11.0/17	N	Blossom
52	▼	11.0/19	C	Dallas
52	▼	11.0/16	F	Married...With Children
55		10.9/17	A	Father Dowling
56	▼	10.5/17	C	Movie: Not Of This World
57	▼	9.9/15	A	Movie: Baby Jane
57		9.9/17	N	Fanelli Boys
59	▼	9.7/15	N	Seinfeld
60	▲	9.6/16	C	Guns Of Paradise
61		9.5/17	A	Equal Justice
62		9.4/17	C	Top Cops Spec.
63	▲	9.2/15	C	48 Hours
63	▼	9.6/16	A	Primetime Live
65		8.5/14	A	Gabriel's Fire
66		8.3/16	C	Candid Camera Spec.
66	▲	8.3/13	C	Flash
68		8.1/14	A	World Of Discovery
68		8.1/13	N	Super Bloopers & Jokes
70	▼	8.0/13	N	Dark Shadows
70	▲	8.0/13	C	Top Cops
72	▼	7.8/12	F	Babes
72	▲	7.8/14	N	Midnight Caller
74		7.5/11	N	Amer. At War-Sun.
75	▼	7.4/11	F	Get A Life
76	▼	7.3/13	A	Young Riders
77		7.1/11	F	Movie: Young Guns
77	▲	7.1/12	F	Parker Lewis
79	▼	7.0/11	C	Good Sports
80	▼	6.9/13	C	Sons & Daughters
81	▼	6.6/11	F	Beverly Hills, 90210
81	▲	6.6/12	F	Cops 2
81		6.6/10	F	Tot. Hidden Video Spec.
84	▼	6.5/11	F	True Colors
85	▲	6.2/11	C	Lenny
86	▼	5.9/10	F	America's Most Wanted
87	▼	5.8/10	F	Cops
88	▼	5.1/10	A	Twin Peaks
89	▲	5.0/8	F	Comic Strip Live
90	▼	4.9/8	A	Under Cover
91		4.5/8	F	True Colors Spec.
92	▼	4.4/7	N	Sunday Best
93	▼	4.3/8	F	Totally Hidden Video
94		3.6/6	F	Against The Law

RADIO

RADAR 42: FEWER NETWORKS, BETTER NUMBERS

Just-released RADAR 42 results represent the first report reflecting all of the changes in network radio over the last 18 months. The new configurations give the industry 16 measured networks, down from 19 in RADAR 41 (BROADCASTING, Aug. 20, 1990). Paul Harvey continued to dominate the list of top 10 network radio shows, with ABC recording a clean sweep with all 10, and 19 out of the top 20.

A look at the changes in network radio since the last RADAR report shows that both ABC and Westwood have changed the configuration of their networks (CBS and Unistar did so prior to RADAR 41).

In the spring of 1990, ABC repackaged its seven networks into five: Prime, Platinum, Genesis, Excel and Galaxy. ABC's three young adult networks—Contemporary, FM and Rock—were redefined into two new networks: Genesis and Excel. The latter is essentially the old Rock network, while Genesis represents a combination of Contemporary and FM.

ABC's four adult networks were consolidated to form three new networks: Prime, Platinum, and Galaxy. Prime is a combination of the Information, Entertainment and Direction networks. Platinum is composed of some of Satellite Music Network and inventory from the Information network. The remaining Satellite Music inventory was used to form Galaxy.

Westwood One revealed its realigned network package in the late summer (BROADCASTING, Aug. 20, 1990). The company had begun the reconfiguration earlier in the year, with the creation of W.O.N.E., with broadcast hours of Monday-Sunday, 7 p.m. to midnight. Later, the former Mutual Broadcasting System was renamed Westwood/Mutual, and featured combined inventory from the former NBC as well. Mutual also changed its "all broadcasts daypart," from Monday-Saturday, 6 a.m. to 7 p.m. to Monday-Sunday, 6 a.m. to 7 p.m.

The new NBC network, in addition to having reduced inventory, also changed its all-broadcast daypart to match the new Mutual's. The new W.O.N.E. added daytime programing, now broadcasting Monday-Sunday, 6 a.m. to midnight.

With the new makeup in place, the report shows the new strength in numbers that the networks were hoping to achieve (see chart). ABC's Prime network ranks first in the report in average quarter-hour share, Monday-Sunday, 6 a.m. to 7 p.m., network audiences to all commercials, persons aged 12-plus, 18-plus and adults 25-54. Ranked second overall in the same three categories is Westwood/Mutual, and third place in all three categories belongs to ABC's Platinum.

ABC's Genesis ranked fourth, persons aged 12 and older, while Unistar's Super ranked fourth in adults 18-plus and adults 25-54. Super, which was reported in RADAR 41, showed increases over that report of 6.2% and 6.7%, respectively. CBS Spectrum, also in RADAR 41, ranked fifth in all three categories, but showed a decline (8.6%, 8.6%, and 6.8%) from the previous report.

The breakout for average quarter hour numbers by network, Monday-Sunday, 6 a.m. to 7 p.m., adults aged 18 and older were: ABC Prime, 4,992,000 listeners; Westwood/Mutual, 3,031,000 listeners; ABC Platinum, 2,540,000; Unistar Super, 2,242,000; CBS Spectrum, 2,223,000; Unistar Ultimate, 2,065,000; ABC Genesis, 1,932,000; CBS Radio Network, 1,693,000; W.O.N.E., 1,678,000; Westwood/

RADAR 42—FALL 1990

Volume 2, network audiences to all commercials
Average quarter-hour summary by network, Mon.-Sun. 6 a.m.-7 p.m.

Total persons, 12 +

Network	12 +	Rank
ABC Prime	5,074,000	1
Westwood/Mutual	3,102,000	2
ABC Platinum	2,627,000	3
ABC Genesis	2,397,000	4
CBS Spectrum	2,344,000	5
Unistar Super	2,307,000	6
Unistar Ultimate	2,113,000	7
W.O.N.E.	1,727,000	8
CBS Radio Network	1,721,000	9
Westwood/NBC	1,495,000	10
Unistar Power	1,266,000	11
ABC Excel	1,253,000	12
Westwood/Source	1,230,000	13
ABC Galaxy	952,000	14
Sheridan	368,000	15
National Black	309,000	16

Adults, 25-54

Network	25-54	Rank
ABC Prime	2,850,000	1
Westwood/Mutual	1,612,000	2
ABC Platinum	1,456,000	3
Unistar Super	1,297,000	4
CBS Spectrum	1,290,000	5
ABC Genesis	1,264,000	6
Unistar Ultimate	1,167,000	7
W.O.N.E.	891,000	8
CBS Radio Network	811,000	9
Unistar Power	810,000	10
Westwood/NBC	754,000	11
Westwood/Source	742,000	12
ABC Excel	731,000	13
ABC Galaxy	560,000	14
Sheridan	203,000	15
National Black	191,000	16

NEW NETWORK CONFIGURATIONS

ABC Excel, composed of ABC Rock

ABC Galaxy, composed of Satellite Music Network and Satellite Music Network 2

ABC Genesis, composed of ABC Contemporary and ABC FM

ABC Platinum, composed of ABC Information, Satellite Music Network and elements of ABC Direction and ABC Entertainment

ABC Prime, composed of ABC Direction, ABC Entertainment and ABC Information

Westwood/Mutual, composed of Mutual and NBC

Westwood/NBC, composed of NBC

Westwood/Source, composed of Source

W.O.N.E., composed of Mutual-Daytime and W.O.N.E.-Nighttime

Source CBS Radio research

NBC, 1,470,000; Unistar Power, 1,134,000; ABC Excel, 1,111,000; Westwood/Source, 1,094,000; ABC Galaxy, 896,000; Sheridan, 336,000, and National Black Network, 294,000 listeners.

There were few surprises in the top 20 network radio programs, network audiences to commercials within programs, persons aged 12-plus. The top 10 breakdown was as follows: *Paul Harvey News and Comment*, M-F, 8:30 a.m., 5,577,000 listeners; *ABC Prime News*, M-F, 6 a.m., 4,973,000; *Paul Harvey*, M-F, 12:30 p.m., 4,321,000; *Paul Harvey's The Rest of the Story*, Sat., 8:30, 3,565,000; *ABC Prime News*, M-F, 7 a.m., 3,444,000; *ABC Prime News*, M-F, 8 a.m., 3,276,000; *Paul Harvey*, Sat., 11:10 a.m., 3,145,000; *Paul Harvey's The Rest of the Story*, M-F, 3:06 p.m., 2,926,000; *ABC's Prime News*, M-F, 9 a.m., 2,573,000, and *ABC's Prime News*, Sat., 8 a.m., 2,495,000 listeners.

Programs ranked 11-20 were broken out as follows: *ABC Prime News*, Sat., 9 a.m., 2,483,000; ABC Platinum News-/music, Monday through Friday, 8 a.m., 2,423,000; ABC Prime News, Monday-Friday, 10 a.m., 2,398,000; ABC Platinum News/music, Monday-Friday, 10 a.m., 2,376,000; ABC Platinum News-/music, Monday-Friday, 9 a.m., 2,298,000; ABC Prime News, M-F, 11 a.m., 2,285,000; ABC Platinum News-/music, M-F, 10:30 a.m., 2,273,000; CBS *The Osgood File*, M-F, 6:25 a.m., 2,256,000; ABC Prime News, Sat., 7 a.m., 2,249,000, and CBS *The Osgood File*, M-F, 7:25 a.m., 2,233,000.

The top five positions for news personalities in network radio, total persons aged 12 and older, average audience, went to Paul Harvey: news, M-F, 8:30 a.m., 5,577,000 listeners; news, M-F, 12:30 p.m., 4,321,000; *The Rest of the Story*, Sat., 8:30 a.m. 3,565,000; news, Sat., 11:10 a.m., 3,145,000, and *The Rest of the Story*, M-F, 3:06 p.m., 2,926,000.

CBS's Osgood File ranked in the top 20; all other slots belonged to ABC. Osgood came in 18th, M-F, 6:25 a.m., 2,256,000 listeners, and at rank number 20, M-F, 7:25 a.m., with 2,233,000 listeners.

The above information was provided by ABC Radio Networks, CBS Radio Networks and Westwood One. Also measured by RADAR are Unistar, National Black Network and Sheridan. RADAR results are delivered twice annually by New Jersey-based Statistical Research Inc. -tc

HUMOR AND GULF WAR: KEEPING DELICATE BALANCE

Morning jocks, comedy prep services that rely on topical jokes juggle 'sensitivities' to avoid poor taste

War is not funny. Body bags are not funny. There are many aspects of this crisis that are tragic, and in dealing with it we have to juggle our sensitivities and sensibilities." This observation from Frank Raphael, director of network programing at ABC Radio Networks, sums up the dilemma facing many radio stations as the Persian Gulf war escalates. Morning show disk jockeys who typically derive much of their humor from topical issues have found that the one issue people discuss most often lacks any inherent humor. Further, public opinion polls that show widespread support of U.S. troops in the Persian Gulf suggest that radio listeners might find any comical reference to the war to be in extremely bad taste. These same listeners, however, faithfully tune in to their favorite radio personalities, who know the show must go on.

According to Maggie Dugan, president of the American Comedy Network in Bridgeport, Conn., "Our business is to be humorous and topical and the only thing that's topical right now is not funny at all." Dugan said that "once that immediate shock that we were at war sank in, we all asked ourselves how we were going to respond to it. At first we hung back, but after the first two weeks we gradually got back into it." She explained that "unfortunately people have grown accustomed to the war and they've become desensitized to the horror of it. As the war takes on another shape and gains some historical perspective we can use humor to cope with it."

Keeping in mind the sensitivity of the subject, ACN established specific criteria for treating the war with humor. "We will bash Saddam Hussein mercilessly, but we will not make fun of the troops, we will not make fun of the Iraqi people and we will not make fun of the horrors or issues of war. Whether people support the U.S. objectives or not, they all agree that [Hussein] is crazy." The media also provide a good target for war humor, "especially the TV journalists," Dugan said. To this end, ACN has created interactive bits congratulating Ted Turner for CNN, and has produced bits featuring a character named Tom Brokejaw.

Poking fun at war reporting is acceptable, while cracking jokes about "towel heads" definitely is not, said Don Imus, veteran New York personality and morning jock at WFAN(AM). "We make fun of the Arthur Kents and the Charles Jacos and the Peter Arnetts, and even the hysteria of Dan Rather," he said. "We keep our humor sophisticated in terms of scripts and characters, and the humor tends to come more from the *New York Times* and the *New York Review of Books* than it does *Spy Magazine* or *National Lampoon*." Imus said that substituting jokes about Iraqis was "hideously lame and stupid and simply not funny."

Imus criticized morning zoo jocks who relied on "camel jockey jokes" and who say "outrageously inappropriate things." He said the lack of sensitivity of these personalities not only hurts their own professional reputations, but also damages their station's market standings. "We're very early into this war and we're on the eve of what's anticipated to be a fairly bloody ground war. Nobody thinks the prospect of young people dying is funny, and if it turns into a bloody ground war, this country could be split right down the middle as it was in Vietnam." Stations that carved out a niche with its insensitive war humor might be seriously damaged in such a scenario, Imus said.

Jeff Mustard, who writes and produces morning show comedy through his Hysterical Comedy Services in Ft. Lauderdale, Fla., said that for this reason many stations are taking a conservative approach to the war. "Many are shying away from it, with the exception of strong major market jocks who focus on this sort of humor and can get away with it."

The content and scope of war humor has been cyclical since Hussein's invasion of Kuwait, according to Mustard. "Before we got into war it was okay to talk about the troops and some of the stuff going on there, some of the mishaps, discussion of the food, some typical CIA bumblings," he said. As the U.N. Jan. 15 deadline approached, however, the humorous aspects eroded. "Even Johnny Carson stayed away from it. The war was too top of the mind, and to make jokes about it would have been

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$845,000** □ **5**

FM's □ **$4,251,000** □ **4**

AM-FM's □ **$1,236,239** □ **1**

TV's □ **$1,400,000** □ **1**

Total □ **$7,732,239** □ **11**

Year to Date:

AM's □ **$8,696,539** □ **32**

FM's □ **$38,369,103** □ **40**

AM-FM's □ **$32,642,617** □ **27**

TV's □ **$81,868,000** □ **13**

Total □ **$161,576,250** □ **112**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WKKX(FM) Jerseyville, Ill. (St. Louis) □ Sold by Don Cavaleri, receiver for Gateway Radio Partners Ltd., to The Ronin Broadcast Group Inc. for $3.176 million cash at closing. Gateway Radio purchased WKKX and co-owned WJBM(AM) in 1985. **Buyer** is headed by Lee Michaels, California-based radio consultant, and has no other broadcast interests. WKKX has country format on 104.1 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Communications Equity Associates.*

WKFT(TV) Fayetteville, N.C. □ Sold by Ocie F. Murray Jr., bankruptcy trustee, to Delta Broadcasting Inc. for $1.4 million. Price includes $1.150 million cash at closing and $250,000 escrow deposit. **Seller** has no other broadcast interests. **Buyer** is headed by Elbert M. Boyd Jr. (71.55%), Thomas Y. Baker III (23.85%) and Jerry W. Boyd (3.97%), and has no other broadcast interests. WKFT is independent on ch. 40 with 5,000 kw vis., 500 kw aur. and antenna 1,842 feet above average terrain.

WEBO(AM)-WQXT(FM) Owego, N.Y. □ Sold by Frank E. Penny to David E. Stark and Roberta E. Stark for $1,236,239 in stock purchase. Price includes $100,000 cash at closing, $155,000 payable to Penny and Dean F. Aubol, $114,989 for assumption of shareholders liabilities, $429,000 for 10-year noncompete covenant, and $435,250 for 10-year consulting agreement. **Transferors** are Penny, Aubol and Petrina B. Aubol, his wife. Dean Aubol is applicant for new FM at Southport, N.Y. **Transferees** are Starks (20%), Steven J. Gilinsky (55%), Raymond C. and Gail G. Cobb (20%), husband and wife, and Gary and Bonnie Schoonover (5%), husband and wife, and has no other broadcast interests. WEBO has oldies format on 1330 khz with 5 kw day and 50 w night. WQXT has top 40 format on 101.7 mhz with 1.15 kw and antenna 450 feet.

KSPN-FM Aspen, Colo. □ Sold by Aspen Broadcasting Co. to Moss Entertainment Corp. for $900,000. Price includes $800,000 cash at closing, of which $150,000 is for three-year noncompete covenant and $100,000 escrow deposit. **Seller** is headed by Robert J. Scott, David L. Wood, C. William Herzog and David L. Osborn, and have interests in Vail Broadcasting Co., licensee of KSPN(AM) Vail, Colo. **Buyer** is headed by Charles B. Moss Jr. (50%) and Robin H. Moss (49%), husband and wife, and has no other broadcast interests. KSPN has adult album rock format on 97.7 mhz with 3 kw and antenna 54 feet above average terrain.

WCVM(FM) Middlebury, Vt. □ Sold by Straus Communications in the Champlain Valley to Dynamite Radio Inc. for $575,000. Price includes $100,000 cash at closing and $475,000 10-year promissory note at 9.25%. **Seller** is headed by R. Peter Straus and has interests in WELV(AM)-WWWK(FM) Ellenville, N.Y., and WFTR-AM-FM Front Royal, Va. **Buyer** is headed by Anthony J. Neri and Anthony A. and Paul D. Neri, his sons, and has no other broadcast interests. WCVM has adult contemporary format on 100.9 mhz with 3 kw and antenna 300 feet.

KCMN(AM) Colorado Springs □ Sold by KCMN Inc. to Lowrey Communications Inc. for $450,000. Price includes $300,000 cash at closing and $150,000 seven-year promissory note at 10%. **Seller** is headed by Kent E. Bagdasar and Chip and Julie Lusko, husband and wife, and has no other broadcast interests. **Buyer** is headed by Paul E. Lowry, who owns majority interest in Windsor Communications, licensee of WHSM-AM-FM Hayward, Wis. KCMN is fulltimer with big band format on 1530 khz with 1 kw.

KFKA(AM) Greeley, Colo. □ Sold by Radio Ingstad Colorado Inc. to Weld Broadcasting Co. for $405,000. Price includes $370,000 cash at closing and $35,000 escrow deposit. **Seller** is headed by brothers Tom, James and Robert Ingstad and Randy Holland, and own, separately and collectively, radio stations throughout the West. **Buyer** is headed by Joseph J. Tennessen and has no other broadcast interests. KFKA has MOR format on 1310 khz with 5 kw day and 1 kw night.

CLOSED!

KXXX-FM, San Francisco, California from **Emmis Broadcasting Corporation** to **Peter Bedford** for $18,500,000.

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100 kw H&V; ant. 105 ft. Address: 1104 Balboa Ave., Panama City, FL 32401 Principal is headed by Bradley D. Price, Billy Adams, and A.C. Smith and has no other broadcast interests. Action Feb. 5.

■ **Norton, KS** (BPH890217MK)—Granted app. of Pioneer Country Broadcasting Inc. 106.7 mhz 50.5 kw; ant. 92 ft. Address: 109 N. Brown, Norton, KS 67654. Principal is headed by Larry E. Black and Terri A. Black, Steven A. Herrs and Eunice M. Herrs, and Jon Boxler, Joe S. Jindra, Emil H. Mauser and Joseph E. and Susan Jindra, and has 100% interest in KQNK(AM) Norton, KS. Joe S. and Susan Jindra have interests in KRVZ(FM) Springerville-Eager, AZ. Action Feb. 8.

■ **South Yarmouth, MA** (BPH880107MD)—Granted app. of Susan Elizabeth Davenport for 103.9 mhz; 3 kw H&V; ant. 328 ft. Address: 76 Country Club Dr., South Yarmouth, MA 02664. Principal has no other broadcast interests. Action Feb. 12.

■ **Whitehall, MI** (BPH880915MY)—Granted app. of Pyramid Broadcasting Inc. for 102.5 mhz; 1.7 kw H&V; ant. 426 ft. Address: 1802 S. Fernandez Ave., Arlington Heights, IL 60005. Principal is headed by R. Lavance Carson and Ronn Prohaska, and is licensee of WPBK(AM) Whitehall, MI. Carson is 20% stockholder of Unicorn Communications Inc., licensee of KAPR(AM)-KKRK(FM) Douglas, AZ. Action Feb. 11.

■ **Spring Valley, MN** (BPH891101MG)—Granted app. of Radio Ingstad Minnesota, Inc. for 104.3 mhz 2.8 kw; ant. 472 ft. Address: 232 Third St., Valley City, ND 58072. Principal is headed by Thomas E. Ingstad, and Robert E. Ingstad, and has interests, through various licensees, in seven FM's and six AM's throughout West. Action Feb. 12.

■ **Monroe, NY** (BPED891120ME)—Granted app. of Sound of Life Inc. for 89.3 mhz 200 kw; ant. 1,023 ft. Address: 73 Lake Rd., Kingston, NY 12401. Principal is headed by Bruce Winchell, licensee of WFGB(FM) Kinston, NY. Action Feb. 4.

■ **Ada, OH** (BPED880616ML)—Granted app. of Ohio Northern University for 94.9 mhz; 3 kw; ant. 328 ft. Address: 525 South Main, Ada, OH 45810. Principal is headed by F. Michael Herrel, Susan J. Insley, George E. Havesell and Bebow Freed, and has no other broadcast interests. Action Feb. 11.

■ **Harrison, OH** (BPH870331PD)—Granted app. of Tri-State Communications for 104.3 mhz; 3 kw H&V; ant. 328 ft. Address: 213 Park Ave., Harrison, OH 45030. Principal is headed by Vernon R. Baldwin and Billy W. Lanham. Baldwin is 100% shareholder of Vernon R. Baldwin Inc., licensee of WCNW(AM) Fairfield, OH, and 50% shareholder of Wilderness Hills Inc., licensee of WWXL(AM)-WWXL-FM Manchester, KY. Action Feb. 11.

■ **Banks, OR** (BPH880128MU)—Granted app. of Common Ground Broadcasting for 107.5 mhz; 2 kw H&V; ant. 397 ft. Address: Rt. 3, Box 185, Cornelius, OR 97113. Principal is headed by Robert Anthony Fogal and has no other broadcast interests. Action Feb. 4.

■ **Lajas, PR** (BPH821208AA)—Granted app. of Ramon Rodriguez & Associates for 103.7 mhz; 50 kw H&V; ant. 394 ft. Address: Marina D-21 Levittown Lakes, Catano, PR 00632. Principal has no other broadcast interests. Action Feb. 12.

■ **Murrell's Inlet, SC** (BPH870724MA)—Granted app. of Inlet Broadcasting Co. for 94.5 mhz; 3 kw H&V; ant. 328 ft. Address: 317 S. Hollywood Dr., Surfside Beach, SC 29577. Principal is headed by Robert E. Johnson and Billy J. Womack and has no other broadcast interests. Action Feb. 5.

■ **Corpus Christi, TX** (BPH890310NV)—Granted app. of Reina Broadcasting Inc. for 94.7 mhz; 3 kw (H&V); ant. 298 ft. Address: 107 Lost Creek, Portland, TX 78374. Principal is headed by Manuel Duval, Rebecca Davila and Raquel Davila and has no other broadcast interests. Action Feb. 12.

■ **Barrackville, WV** (BPH881208ML)—Granted app. of Rosemary C. Fanctacia for 93.1 mhz; 3 kw; ant. 246 ft. Address: P.O. Box 64 Kingmont, WV 26578. Principal has no other broadcast interests. Action Feb. 11.

FACILITIES CHANGES

Applications

AM's

■ **Ozark, AL** WFSF(AM) 1200 khz—Feb. 1 application for CP to change TL: to intersection of County Dirt Rd. and County Hwy. 61 in SW quarter of NW quarter of section 24, Township 5 N, range 25 E, Dalect, 3.5 km SE of Brown's Crossroads Dale County, AL: 31 23 46N 85 30 01W; and make changes in antenna system.

■ **Lompoc, CA** KNEZ(AM) 960 khz—Feb. 4 application for mod. of CP (BP880527AE) to change TL: to N End of Blosser Rd., Santa Maria, CA and make changes in antenna system 34 58 57N 120 27 12.6W.

■ **Miami** (no call letters) 990 khz—Feb. 6 application for mod. of CP (BP780906AH) to change TL: NW corner of 137th Ave., NW and 74th St. (SE corner of section 10, T53S., R39E., Dade County, FL near Sweetwater, FL and make changes in antenna system 25 50 34N 80 25 12W.

■ **Marshall, TX** KMHT(AM) 1450 khz—Feb. 5 application for CP to make changes in antenna system.

FM's

■ **York, AL** WSLY(FM) 99.3 mhz—Jan. 23 application for CP to change ERP: 50 kw H&V; ant.: 492 ft.; change TL: 1.2 mi S E of Halsell, AL; change from class A to class C2 and to change freq: 104.9 mhz (per docket #89-318).

■ **Forrest City, AR** KBFC(FM) 93.5 mhz—Jan. 31 application for CP to change ERP: 25 kw H&V; ant.: 328 ft.; TL: 12 mi SW of Forrest City, AR, .5 mi W of Hiway #261; class: C3.

■ **Alma, GA** WKXH-FM 95.9 mhz—Feb. 1 application for mod. of license (BLH870528KD) to change freq: 104.3 (per docket #88-76).

■ **Folkston, GA** WOKF(FM) 92.3 mhz—Jan. 31 application for mod. of CP (BPH900806ID) to change ERP: 6.0 kw H&V.

■ **Honolulu** KHFX(FM) 105.1 mhz—Jan. 29 application for mod. of license (BLH881027KA) to correct tower height.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration[2]	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. [1] Penetration percentages are of TV household universe of 92.0 million. [2] Construction permit. [3] Instructional TV fixed service. [4] Studio-transmitter link. Source: Television and Broadcasting Cable Yearbook and broadcasting's own research.